

In the claims:

1. (currently amended) A method for treating ~~at least one condition selected from the group consisting of rosacea, acne, skin redness or other conditions characterized by discrete erythema of the skin~~ in a subject in need of such treatment, comprising administering topically to said subject, for such period of time as is required to elicit the desired therapeutic response, a therapeutically or cosmetically effective amount of at least one alpha-1 adrenoreceptor agonist.

2. (original) The method according to claim 1 wherein said, at least one alpha-1 agonist is topically applied to the skin.

3. (original) The method according to claim 1, wherein said, the alpha-1 adrenoreceptor agonist comprises oxymetazoline.

4. (original) The method according to claim 1, wherein said, the alpha-1 adrenoreceptor agonist comprises tetrahydrozoline.

5. (original) The method according to claim 1, wherein said, the alpha-1 adrenoreceptor agonist comprises naphazoline.

6. (original) The method according to claim 1, wherein said the alpha-1 adrenoreceptor agonist comprises xylometazoline.

7-12. (canceled)

13. (original) The method according to claim 1, wherein at least one alpha-1 adrenoreceptor agonist is co-administered with a therapeutically effective amount of at least one other active agent selected from the group consisting of antibacterial agents, antiparasitic agents, antifungal agents, anti-inflammatory agents, antihistamines, anti-pruriginous agents, anesthetics, antiviral agents, keratolytic agents, anti free-radical agents, antiseborrheic agents, antidandruff agents, antiacne agents, sunscreens and sun blocking agents, and active agents which modify at least one of cutaneous differentiation, proliferation, and pigmentation.

14. (original) The method according to claim 1, wherein said at least one alpha-1 adrenoreceptor agonist is administered in a pharmacologically or cosmetically acceptable form selected from the group consisting of solutions, gels, lotions, creams, ointments, foams, emulsions, microemulsions, milks, serums, aerosols, sprays, dispersions, microcapsules, vesicles and microparticles thereof.

15. (original) The method according to claim 1, wherein said at least one alpha-1 adrenoreceptor agonist is administered in a pharmacologically or cosmetically acceptable form selected from the group consisting of soaps and cleansing bars.

16. (currently amended) The method according to claim 1, wherein said ~~skin~~ ~~redness, rosacea, or discrete erythema~~ is elicited by at least one factor selected from the group consisting of intake of food, of hot or alcoholic drinks, temperature variations, heat, exposure to ultraviolet or infrared radiation, exposure to low relative humidity, exposure of the skin to strong winds or currents of air, exposure of the skin to surfactants, irritants, irritant dermatological topical agents, or cosmetics.

17.-24. (canceled)